



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, April 15, 2014
Lansing District Office
7150 Harris Drive
Lansing MI 48909

Present: Andrew J. Deloney, Chairman
Dennis Olshove, Commissioner

Absent: Teri L. Quimby, Commissioner

Staff: Julie Wendt, Director of Executive Services Division
Tom Hagan, Director of Enforcement Division
Pam Hamilton, Deputy Director of Finance Division
Tim Kovacik, Deputy Director of Executive Services Division
Jean Allison, Server Training Coordinator
Kerry Krone, Business Manager
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 9:37 a.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Chairman Deloney, that the minutes of the Commission meeting of April 8, 2014, be approved as written and presented, motion carried by unanimous vote.**
- II. Ms. Hamilton presented the E-Quote reports for product listings in four categories and requested approval of the following:
 - A. That the products listed below be granted exceptions to the standard pack size, inasmuch as the items are packaged nationally or meet other exceptions as indicated and be approved for listing in the approved products list effective May 4, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Berkshire Mountain Distillers, Inc. (General Wine & Liquor Co.)	750ml Berkshire Mtn Cask Finished	6 Bottles
	750ml Berkshire Mtn Ethereal Gin	6 Bottles
	750ml Berkshire Mtn Greylock Gin	6 Bottles
Constellation Brands, Inc. (General Wine & Liquor Co.)	375ml Svedka Peach Vodka	12 Bottles

Caribbean Distillers LLC (NWS Michigan, Inc.)	750ml Colville Bourbon	6 Bottles
Classic Wine Imports, Inc. (NWS Michigan, Inc.)	750ml G & M Mortlach 21 yr.	6 Bottles
International Beverage Co., Inc. (General Wine & Liquor Co.)	750ml George & Smith Glenlivet 15 yr.	6 Bottles
Laird & Company (NWS Michigan, Inc.)	750ml Kelt Commodore Cognac	6 Bottles
St. George Spirits Inc. (NWS Michigan, Inc.)	750ml Lazzaroni Limoncello	6 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	750ml Le Reviser Origin Extra	4 Bottles
Sky Spirits, LLC (General Wine & Liquor Co.)	750ml St. George Coffee Liqueur	6 Bottles
Sutter Home Winery, Inc. (General Wine & Liquor Co.)	50ml Rich & Rare Caramel PL	60 Bottles
Thirteenth Colony Distilleries, LLC (NWS Michigan, Inc.)	50ml Skyy Infusion Moscato Grape PL	120 Bottles
Vision Wine & Spirits, LLC (General Wine & Liquor Co.)	50ml Skyy infusion Wild Strwbrry PL	120 Bottles
	50ml Cruz Del Sol Reposado	60 Bottles
	375ml Cruz Del Sol Reposado	12 Bottles
	50ml Cruz Del Sol Silver	60 Bottles
	375ml Cruz Del Sol Silver	12 Bottles
	750ml 13 th Colony Southern Bourbon	6 Bottles
	750ml The Bitter Truth Apricot Liq	6 Bottles
	200ml The Bitter Truth Aromatic	12 Bottles
	200ml The Bitter Truth Celery	12 Bottles
	200ml The Bitter Truth Chocolate	12 Bottles
	200ml The Bitter Truth Creole	12 Bottles
	750ml The Bitter Truth Elderflower	6 Bottles
	200ml The Bitter Truth Grapefruit	12 Bottles
	200ml The Bitter Truth Jerry Thomas	12 Bottles
	200ml The Bitter Truth Lemon	12 Bottles
	200ml The Bitter Truth Orange	12 Bottles
Wilson Daniels, Ltd. (General Wine & Liquor Co.)	375ml Seagram's Peach Vodka	12 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	750ml Teeling Irish Whiskey	6 Bottles
	50ml Kru 82 Cucumber PL (Glass)	60 Bottles
	50ml Kru Peach Mango PL (Glass)	60 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective May 4, 2014:

COMPANY/ADA

PRODUCT

PACK SIZE

Sazerac North America, Inc. (NWS Michigan, Inc.)	200ml Chi Chi's Chocolate Malt PL	48 Bottles
	1750ml Chi Chi's Chocolate Malt PL	6 Bottles
	200ml Chi Chi's Long Isl Iced Tea PL	48 Bottles
	200ml Chi Chi's Orange Cream PL	48 Bottles
	750ml Chi Chi's Pina Colada PL	12 Bottles
	200ml Chi Chi's Skinny Lng Isl Tea PL	48 Bottles
Jim Beam Brands Company (NWS Michigan, Inc.)	750ml Calico Jack Black Spiced Rum	12 Bottles
Temperance Distilling Company (NWS Michigan, Inc.)	750ml Liquorizh Vodka	12 Bottles
Constellation Brands, Inc. (General Wine & Liquor Co.)	50ml Svedka Peach Vodka	120 Bottles
	750ml Svedka Peach Vodka	12 Bottles
	1000ml Svedka Peach Vodka	12 Bottles
	1750ml Svedka Peach Vodka	6 Bottles
Caribbean Distillers LLC (NWS Michigan, Inc.)	750ml Black Roberts Gold Rum	12 Bottles
	1000ml Black Roberts Gold Rum	12 Bottles
	1750ml Black Roberts Gold Rum	6 Bottles
	1750ml Black Roberts Gold Rum PL	6 Bottles
	750ml Black Roberts Silver Rum	12 Bottles
	1000ml Black Roberts Silver Rum	12 Bottles
	1750ml Black Roberts Silver Rum	6 Bottles
	1750ml Black Roberts Silver Rum PL	6 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	1750ml Evan Wms Kentucky Slush PL	6 Bottles
McCormick Distilling Company Inc. (General Wine & Liquor Co.)	1750ml Platte Valley Moonshine	6 Bottles
Middle West Spirits, LLC (NWS Michigan, Inc.)	750ml Oyo Michelone Reserve Bourbon	12 Bottles
Ole Smoky Distillery, LLC (NWS Michigan, Inc.)	750ml Ole Smoky Moonshine Sweet Tea	12 Bottles
	750ml Ole Smoky Moonshine Wtrmelon	12 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	50ml Three Olives Loopy PL	120 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	750ml Firefly Blackberry Moonshine	12 Bottles
	750ml Rich & Rare Caramel	12 Bottles
Spirit Group, Inc. (General Wine & Liquor Co.)	750ml Russian Billionaire	12 Bottles
Sutter Home Winery, Inc. (General Wine & Liquor Co.)	750ml Menage a Trois Vodka	12 Bottles
	750ml Menage a Trois Berry Vodka	12 Bottles
	750ml Menage a Trois Citrus Vodka	12 Bottles
Terressentia Corporation (General Wine & Liquor Co.)	750ml Ghost Tree Pecan Pie Moonshine	12 Bottles

21 st Century Spirits, LLC	750ml Gabriel Boudier Cr De Frambois	12 Bottles
(NWS Michigan, Inc.)	750ml Gabriel Boudier Cr De Peches	12 Bottles
TI Beverage Group, Ltd.	750ml Redrum Rum	12 Bottles
(General Wine & Liquor Co.)		
Diageo Americas, Inc.	750ml Captain Morgan White Rum PL	12 Bottles
(NWS Michigan, Inc.)		
Wilson Daniels, Ltd.	750ml Seagram's Peach Vodka	12 Bottles
(General Wine & Liquor Co.)		
Western Spirits Beverage	750ml Kru 82 Cucumber PL (Glass)	12 Bottles
Company, LLC	750ml Kru Peach Mango PL (Glass)	12 Bottles
(General Wine & Liquor Co.)		

That the request of Journeyman Distillery, LLC, holder of 2013 Small Distiller license, for addition of the following products to the approved product list, be approved for listing, effective May 4, 2014; further prior to any sale and distribution of the products through the Commission's spirit distribution system, Journeyman Distillery, LLC, must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for these products:

<u>PRODUCT</u>	<u>PACK SIZE</u>
200ml Journeyman Bilberry Blk Hrts Gin	48 Bottles
200ml Journeyman Featherbone Bourbon	48 Bottles
200ml Journeyman Humdinger Jalapeno Vodka	48 Bottles
200ml Journeyman Ravenswood Rye	48 Bottles
200ml Journeyman Red Arrow Vodka	48 Bottles
200ml Journeyman Silver Cross Whiskey	48 Bottles

That the request of St. Julian Wine Company, holder of 2013 Small Distiller license, for addition of the following product to the approved product list, be approved for listing, effective May 4, 2014; further prior to any sale and distribution of the product through the Commission's spirit distribution system, St. Julian Wine Company, LLC, must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for this product:

<u>PRODUCT</u>	<u>PACK SIZE</u>
750ml A & G Michigan Apple Brandy	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective May 4, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
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Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	375ml Bacardi Gold w/50ml Mango Fus	12 Bottles
	375ml Bacardi Supr w/50ml Mango Fus	12 Bottles
	750ml Grey Goose w/50ml Grey Melon	12 Bottles
Jim Beam Brands Company (NWS Michigan, Inc.)	750ml Dek Peachtree w/50ml Pinn Whip	12 Bottles
	750ml J Beam Devils Cut w/2-50ml	12 Bottles
	750ml Jim Beam w/50ml Devils Cut	12 Bottles
	750ml Jim Beam w/T Shirt	6 Bottles
MHW Ltd. (NWS Michigan, Inc.)	750ml Chopin Potato Vodka w/50ml Dorda	6 Bottles
Ole Smoky Distillery, LLC (NWS Michigan, Inc.)	750ml Ole Smoky Moonshine Lemon w/Gls	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Absolut 80 w/2-50ml	12 Bottles
	375ml Absolut 80 w/Cranberry Juice	12 Bottles
	750ml Malibu Coconut w/50ml Variety	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Malibu Isl Spc w/Pineapple Juice	6 Bottles
	750ml Bulliet/Rye w/50ml Ketel One	12 Bottles
	750ml Bushmills (Irish) w/2-50ml	12 Bottles
	750ml Bushmills Irish Honey w/2-50ml	12 Bottles
	750ml Cabin Fever Maple w/2-50ml	12 Bottles
	1750ml Capt Morgan Spc w/2-50ml	6 Bottles
	750ml George Dickel Old #8 w/2-50ml	12 Bottles
	750ml Pimm's Cup #1 w/2-50 ml	12 Bottles
	750ml Seagrams 7 Crwn Cherry w/2-50ml	12 Bottles
	750ml Seagrams 7 Crwn Drk Hny w/2-50ml	12 Bottles
	750ml Smirnoff 80 w/2-50ml #2	12 Bottles
	750ml Tanqueray (Eng) w/2-50ml	12 Bottles
United State Distilled Products Co. (General Wine & Liquor Co.)	375ml Kinky Summer Party Pack 2 Pk	12 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective May 4, 2014:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
A. Hardy/U.S.A. Ltd. (General Wine & Liquor Co.)	50ml Rumchata Fishbowl Counter Unit	60 Bottles
Sazerac North America, Inc. (NWS Michigan, Inc.)	200ml Chi Chi's Long Isl Iced PL 4 Pk	24 Bottles
	200ml Chi Chi's Skinny Long Isl PL 4 Pk	24 Bottles
Classic Wine Imports, Inc. (NWS Michigan, Inc.)	750ml Tomintoul 1967 Scotch	6 Bottles

Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	50ml Burnett's Ruby Red Grpefrt PL	120 Bottles
International Spirits & Wines, LLC (NWS Michigan, Inc.)	375ml Buckwheat Otay Whiskey	12 Bottles
	750ml Curious Gin	6 Bottles
	375ml Defiant Rye Whiskey	12 Bottles
	375ml Most Righteous Bourbon	12 Bottles
	750ml Peace Vodka	6 Bottles
	375ml Wicked White Whiskey	12 Bottles
McCormick Distilling Company Inc. (General Wine & Liquor Co.)	750ml McCormick Chocolate Vodka	12 Bottles
Palm Bay International, Inc. (General Wine & Liquor Co.)	750ml 901 Tequila Anejo	6 Bottles
	750ml 901 Tequila Reposado	6 Bottles
	750ml 901 Tequila Silver	6 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	50ml Skyy Infusion Moscato Grape PL	72 Bottles
	50ml Skyy Infusion Wld Strwbrry PL	72 Bottles
The Country Vintner, Inc. (NWS Michigan, Inc.)	750ml Ridge Absinthe Verte	6 Bottles
TI Beverage Group, Ltd. (General Wine & Liquor Co.)	750ml Redrum Rum	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Talisker 30 yr. Scotch	6 Bottles

Moved by Commissioner Olshove, supported by Chairman Deloney , that the above actions be taken in accordance with the E-Quote reports dated April 10, 2014, motion carried by unanimous vote.

- III. Ms. Hamilton presented licensee requests for special price reductions on spirit products in accordance with the provisions of the Commission's Order of September 11, 2012 regarding special price reductions on spirit products, which was effective on January 1, 2013. She advised there were twenty-nine (29) different licensees requesting price reductions; that 2013 product price reductions could be approved; and that 12 product price reductions should be denied.

Moved by Commissioner Olshove, supported by Chairman Deloney, that the 2013 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor report, motion carried by unanimous vote.

Moved by Commissioner Olshove, supported by Chairman Deloney, that the 12 special price reductions be denied for the reasons stated in the attached Notification of Denial for Price Reduction report, motion carried by unanimous vote.

- IV. Ms. Hamilton presented the report for Delisting of Liquor Codes with Minimal Sales and requested that 514 products listed on the attached sheets, be delisted effective June 29, 2014, per Bulletin No. 2012-09, dated June 5, 2012. She advised this process is carried out biannually for one year sales periods at the end of March and September, to control the number of products contained in the MLCC Price Book. Ms. Hamilton stated the Vendors of Spirits and the Vendor Representatives are contacted via email and by letter that their products are being delisted, and are given the opportunity to demonstrate why their products should continue to be offered in the Price Book.

Moved by Commissioner Olshove, supported by Chairman Deloney, that the Delisting of Liquor Codes with Minimal Sales report, be approved as written and presented, motion carried by unanimous vote.

- V. Ms. Hamilton requested approval of a bulletin for the submission of quotations for Price List No. 235, which is effective August 3, 2014. She advised this is a quarterly reminder that is sent to Vendors of Spirits and Vendor Representatives to remind them of the deadlines for the next price book.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Bulletin 2014-02, be approved as written and presented, motion carried by unanimous vote.

- VI. Ms. Hamilton presented a request for a Spirit Product Distribution change from A. Hardy/U.S.A. Ltd. (Hardy), involving the Travis Hasse Brands, to be effective August, 2014. She advised that Hardy would like to move these products from NWS Michigan, Inc., to General Wine & Liquor Company, Inc. Ms. Hamilton stated this change would consolidate the warehousing and delivery responsibility along with broker representation for all of Hardy's products.

Moved by Commissioner Olshove, supported by Chairman Deloney, that Administrative Order 2014-03, regarding the request of A. Hardy/U.S.A. Ltd., be approved as written and presented, motion carried by unanimous vote.

- VII. Ms. Allison presented three requests from National Hospitality Institute (TAM® - Techniques of Alcohol Management program), Michigan Restaurant Association (ServSafe Alcohol™ Responsible Alcohol Service program) and Health Communications, Inc. (TIPS® - Training for Intervention Procedures program), asking for approval of an alternative method of teaching server training classes. They have each submitted documents for an online server training program which has been reviewed and contains the required criteria outlined in MCL 436.1906(6).

Chairman Deloney indicated that many other states have allowed online server training and these programs will provide another opportunity for licensees and employees to obtain training.

Moved by Chairman Deloney, supported by Commissioner Olshove, that the request from the National Hospitality Institute for the TAM® Techniques of Alcohol Management server training program curriculum for an online on-premises server training program is approved, motion carried by unanimous vote.

Moved by Chairman Deloney, supported by Commissioner Olshove, that the request from the Michigan Restaurant Association for the ServSafe Alcohol™ Responsible Alcohol Service server training program curriculum for an online on-premises server training program is approved, motion carried by unanimous vote.

Moved by Chairman Deloney, supported by Commissioner Olshove, that the request from the Health Communications, Inc. for the TIPS® Training for Intervention Procedures server training program curriculum for an online on-premises server training program is approved, motion carried by unanimous vote.

- VIII.** Ms. Wendt presented a request for a declaratory ruling from Attorney David J. Elmore on behalf of Lo Ha, Inc. (Petitioner), who held a Class C license in East Lansing, Ingham County. This request relates to the termination of the license for failure to timely submit a completed renewal application and fees by April 30, 2011. Petitioner claims that the notice regarding the termination of the license and the license renewal application was sent to the wrong mailing address and these documents were never received. Petitioner requests that a Declaratory Ruling be issued as to the applicability of §501(2) of the Liquor Control Code of 1998, MCL 436.1501(2), and administrative rule R 436.1107.

Moved by Chairman Deloney, supported by Commissioner Olshove and carried by unanimous vote, that the request for a declaratory ruling on the applicability of §501(2) of the Liquor Control Code of 1998, MCL 436.1501(2), and administrative rule R 436.1107 be denied.

- IX.** Old Business.

There was no Old Business.

X. New Business.

There was no New Business.

XI. Public Comments.

There were no Public Comments.

With no further business, moved by Commissioner Olshove, supported by Chairman Deloney, that the business meeting be adjourned at 9:50 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman